

ABSTRAK

Bagus Aditya Ambar, 2024. Pengaruh *Product Quality*, *Service Quality* Dan Lokasi Terhadap *Customer Satisfaction* Melalui Keputusan Pembelian Pada Produk Signature (Studi pada Dmozaik Kafe Kota Ternate). Ketua Komisi : Johan Fahri, SE., M.PM., Ph.D. Anggota Komisi : Irfandi Buamonabot, SE., M.Sc

Penelitian ini bertujuan untuk mengetahui pengaruh *Product quality*, *Service quality* dan Lokasi terhadap *Customer Satisfaction* melalui Keputusan Pembelian. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu pada konsumen Dmozaik Kafe Kota Ternate. Jumlah sampel penelien adalah sebanyak 115 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah menggunakan analisis *path modeling* dengan menggunakan *Smart Partial Least Square (PLS)* versi 4 sebagai alat uji statistik. Hasil penelitian ini menunjukkan bahwa: (1) *Product Quality* tidak berpengaruh signifikan terhadap *Customer Satisfaction*; (2) *Service Quality* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*; (3) Lokasi berpengaruh signifikan terhadap *Customer Satisfaction*; (4) *Product Quality* berpengaruh signifikan terhadap Keputusan Pembelian; (5) *Service Quality* berpengaruh signifikan terhadap Keputusan Pembelian; (6) Lokasi berpengaruh signifikan terhadap Keputusan Pembelian; (7) Keputusan Pembelian berpengaruh signifikan terhadap *Customer Satisfaction*; (8) *Product Quality* berpengaruh positif dan signifikan terhadap *customer satisfaction* melalui keputusan pembelian; (9) *service quality* tidak berpengaruh signifikan terhadap *customer satisfaction* melalui keputusan pembelian; (10) Lokasi berpengaruh positif dan signifikan terhadap *customer satisfaction* melalui keputusan pembelian

Kata kunci: *Product Quality*, *Service Quality*, Lokasi, *Customer Satisfaction* dan Keputusan Pembelian.

ABSTRACT

Bagus Aditya Ambar, 2024. The Influence of Product Quality, Service Quality and Location on Customer Satisfaction Through Purchasing Decisions on Signature Products (Study on the Mosaic of Cafes in Ternate City). Chairman of the Commission: Johan Fahri, SE., M.PM., Ph.D. Commission Member: Irfandi Buamonabot, SE., M.Sc

This study aims to determine the effect of Product quality, Service quality and Location on Customer Satisfaction through Purchasing Decisions. This research is a quantitative research. The population in this study is Dmozaik Cafe Ternate consumers. The number of research samples is 115 respondents. The data analysis technique used in this research is path modeling analysis using Smart Partial Least Square (PLS) version 4 as a statistical test tool. The results of this study indicate that: (1) Product Quality has no significant effect on Customer Satisfaction; (2) Service Quality has a positive and significant effect on Customer Satisfaction; (3) Location has a significant effect on Customer Satisfaction; (4) Product Quality has a significant effect on Purchasing Decisions; (5) Service Quality has a significant effect on Purchasing Decisions; (6) Location has a significant effect on Purchase Decision; (7) Purchasing Decisions have a significant effect on Customer Satisfaction; (8) Product Quality has a positive and significant effect on customer satisfaction through purchasing decisions; (9) service quality has no significant effect on customer satisfaction through purchasing decisions; (10) Location has a positive and significant effect on customer satisfaction through purchasing decisions

Keywords: Product Quality, Service Quality, Location, Customer Satisfaction and Purchase Decision.